



The impact of social media videos on brand awareness

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Abstract

This research examines “The impact of social media videos on brand awareness” focusing on how these videos enhance consumer engagement and brand recognition in a competitive digital landscape. The study involved participation in a video marketing campaign aimed at platforms like YouTube and other video platforms.

The report begins with an introduction to the significance of social media videos as powerful marketing tools that leverage visuals, sound, and storytelling to create memorable brand experiences. It explores various strategies brands employ to effectively utilize video content, analysing consumer behaviour and perceptions towards such marketing efforts.

Through a comprehensive review of literature and data analysis, the research highlights successful case studies where social media videos have significantly contributed to building strong brand identities. The findings suggest that engaging video content not only captures audience attention but also fosters emotional connections, ultimately driving brand loyalty and awareness. This study underscores the necessity for brands to adapt to evolving digital marketing trends and harness the potential of video content for effective communication and consumer engagement.

Keywords: Social media videos, brand awareness, consumer engagement, brand recognition, video marketing, Youtube

Introduction

In today’s digital world, social media videos have become a keyway for brands to reach and engage their audience. Platforms like Instagram, Facebook, and YouTube make it easy for brands to share videos that grab attention and spread their message.

Videos are not only interesting but also help people remember a brand better. They allow companies to showcase their products, tell stories, and build connections with viewers. This study looks at how social media videos impact brand awareness and make brands more noticeable in a competitive market.

Social media videos hold a unique ability to engage viewers by combining visuals, sound, and storytelling. Unlike static images or text, videos evoke emotions and leave a lasting impression on the audience. They provide an opportunity for brands to showcase their personality, communicate their values, and demonstrate their products or services in a way that resonates with their target audience. Whether it’s a short Instagram reel, a detailed product demo on YouTube, or a creative TikTok challenge, videos have proven to significantly boost brand visibility and recall.

This study explores the impact of social media videos on brand awareness by analysing how they influence consumer perceptions, enhance brand recognition, and drive engagement. It delves into the strategies brands use to leverage video content, examines consumer behaviour towards such content, and highlights successful case studies where social media videos played a pivotal role in creating strong brand identities. By understanding these aspects, we can gain insights into the growing importance of video marketing in today’s competitive landscape and its potential to shape the future of brand communication.

Social media videos are a powerful tool for increasing brand awareness. Platforms like Instagram, YouTube, and TikTok make it easy for brands to connect with audiences through engaging and creative content. Videos help brands tell their

stories, showcase products, and leave a lasting impression on viewers.

Research Methodology

Introduction:

This research examines the impact of video content on social media in terms of brand awareness and recognition, with the goal of identifying which types of videos appeal most to audiences to become aware. The study uses a structured methodology, applying simple random sampling with a sample size of 80 respondents. Data was collected through primary sources, using questionnaires, and supplemented with secondary research from credible online sources. With MS Excel and SPSS as tools of statistical analysis, a profound understanding about trends and patterns has been understood in depth. The research, about the user’s preference, habit, and level of satisfaction, offers an actionable approach to digital marketing strategies so that expectations could be effectively met by audiences.

Objectives:

- To know how video content drives people to make purchase decisions while helping them recognize and connect with a brand more easily.
- To explore how social media videos help build trust between people and brands.

Research Design

- **Sample design:** For the purpose of my study, I have used simple random sampling.
- **Sample Size:** In sample size I have taken 105 samples as sample size.

Data Collection:

- **Primary Data:** For the purpose of the study, primary data is collected by questionnaire.
- **Secondary Data:** There is some secondary data collected from the internet and websites to collect the

proper information and the industry details about digital marketing.

Statistical Tools used for the Analysis:

- **MS Excel And SPSS:** Because of its adaptability and user-friendly interface, Microsoft Excel is a popular statistical tool for analyzing data. Data organization, descriptive statistics, chi-square, graphical representation, and statistical functions are only a few of the statistical analyses that researchers can carry out with its help.

Methodology:

The study began with the design and distribution of a standardized questionnaire focusing on demographics, viewing habits, and the impact of video content on brand recognition. Responses were collected and analysed using Excel to visualize trends and SPSS to derive deeper insights. The results highlight key factors, such as the type and quality of videos, their frequency, and audience engagement, which influence brand awareness.

This structured approach ensures reliable and actionable insights to enhance the effectiveness of social media video strategies.

Introduction:

The data analysis looks for hidden patterns and meanings in responses gathered during the survey. By studying demographics, trends in behaviour, and preference, this data analysis reveals a holistic perspective of the target population. Using MS Excel tools and statistical approaches such as means, frequencies, and percents to break down some of these data were helpful in deriving key trends and relationships. This detailed analysis is the basis for interpreting user behaviour and satisfaction, which provides valuable insights to guide strategic improvements and decision-making.

D1-Gender composite score (brand perception and trust)

Crosstab					
Count		composite score (brand perception and trust)			Total
		least trust and perception	moderate trust and perception	high trust and perception	
D1-Gender	Male	5	23	21	49
	Female	9	30	16	55
Total		14	53	37	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.405 ^a	2	.300
Likelihood Ratio	2.418	2	.299
Linear-by-Linear Association	2.308	1	.129
N of Valid Cases	104		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.60.			

The data shows interesting differences in brand perception and trust between genders. Among the participants, 9 females have low trust and perception scores, which suggests they feel less confident about the brand. On the other hand, 23 males report moderate scores, indicating a more positive view of the brand compared to the females.

Overall, there are 53 participants who share moderate trust and perception, pointing to a mixed response from the group. This difference might reflect how women often have higher expectations for brands, which could explain their lower trust levels. In contrast, men’s moderate scores suggest they may be more forgiving or open to engaging with the brand despite some concerns.

D2-Age composite score (brand perception and trust)

Crosstab					
Count		composite score (brand perception and trust)			Total
		least trust and perception	moderate trust and perception	high trust and perception	
D2-Age	18-24	8	4	6	18
	25-35	5	15	7	27
	36-45	0	18	6	24
	46-55	1	13	10	24
	56 and above	0	3	8	11
Total		14	53	37	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.615 ^a	8	<.001
Likelihood Ratio	32.804	8	<.001
Linear-by-Linear Association	12.925	1	<.001
N of Valid Cases	104		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.48.			

The table summarizes how the age groups have brand perception and trust scores (lowest, middle-range, and higher). As shown here, there seems to be a trend where most participants in all age groups have a midrange level of trust and perception. However, there is a opposite fashion for the younger age groups of 18-24 and 25-35 as a extra percent of folks who had the least trust and belief belonged to this institution as compared to the older generations. Specifically, eight of the respondents were in the 18-24 and five in the 25-35 age organization, while the 36-45 46-55, and 56+ age companies displayed a considerably decrease percentage of such responses.

D3-Education composite score (brand perception and trust)

Crosstab					
Count		composite score (brand perception and trust)			Total
		least trust and perception	moderate trust and perception	high trust and perception	
D3-Education	Undergraduate	3	5	2	10
	Graduate	3	13	5	21
	Post graduate	5	25	19	49
	Job	3	10	11	24
Total		14	53	37	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.697 ^a	6	.458
Likelihood Ratio	5.372	6	.497
Linear-by-Linear Association	3.773	1	.052
N of Valid Cases	104		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.35.			

The table shows the distribution of brand perception and trust scores (least, moderate, high) across different education levels. Most participants had moderate trust and perception. Postgraduates had the highest number of high trust and perception scores (19), while undergraduates had the lowest (2). Interestingly, individuals with a 'Job' category, likely employed professionals, had the highest number of moderate trust and perception scores (10). Graduates showed a relatively balanced distribution across all trust and perception categories.

D4-Income level composite score (brand perception and trust)

Crosstab					
Count	D4-Income level	composite score (brand perception and trust)			Total
		least trust and perception	moderate trust and perception	high trust and perception	
	0-25000	6	3	2	11
	25000-50000	5	18	11	34
	50000-100000	2	19	13	34
	100000 above	1	13	11	25
	Total	14	53	37	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.950 ^a	6	.003
Likelihood Ratio	15.357	6	.018
Linear-by-Linear Association	8.507	1	.004
N of Valid Cases	104		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.48.

Table shows the distribution of brand perception and trust scores (least, moderate, high) across different income levels. Most participants were moderate with regard to their trust and perception. Participants with an income level of more than 100,000 are most likely to have high trust and perception (11), while participants with less than 25,000 were least likely (2). It was interesting that those with an income of 25,000 to 100,000 had relatively balanced distribution in all trust and perception categories.

Findings:

- The respondents numbered 104 with equal breakup of the genders; girl respondents made up fifty 29%, and men comprised 47.1%.
- Ages ranging between 25-35 years have 26%, while those who are 56 and above were only 10.6%.
- Nearly half, 47.1% of participants, were postgraduates.
- The most significant earnings were in between ₹25,000 to ₹100,000. Half, 32.7%, fell under the brackets ₹25,000 to ₹50,000, and ₹50,000 to ₹100,000 were both the same percentage.
- Moderate purchases lead for both genders, though males are slightly biased toward high-value purchases.
- The youngest age groups, 18-24 and 25-35, have the highest proportion of least purchases, which is indicative of conservative spending.
- Brand perception and trust scores are lower among the young respondents compared to the older age groups.

- Postgraduates have the highest levels of trust and purchasing power, while undergraduates have the lowest engagement.
- This means that the age, educational background, and income are variables that influence the expenditure and trust levels.

Conclusion

From the sample population of 104 respondents, some major trends have come out in demographics, purchasing decisions, and brand perception. The gender distribution is near balanced at 52.9% females and 47.1% males, thus providing diversified views within the sample. The largest group, by age, is 25-35 years and comprises 26% of the respondents while the smallest group is that older than 56 years that makes up 10.6%. Educationally, nearly half of the respondents are postgraduates (47.1%). Income levels range from high, where the majority of the respondents can be found in the bracket of 25,000 to 100,000, and all demographics manifest moderate purchases as the commonest. The younger consumers are more of least purchasers in the two age groups 18-24 and 25-35, which implies that the younger age group is relatively more cautious toward spending compared to the older age groups, who seem to spend without any inhibitions. Brand perception varies by gender; males report mediocre trust levels, while females hold lower trust scores. These tend to point out the need to tailor marketing strategies toward meeting particular needs and preferences of various demographic segments, especially toward the cautious spending behaviour of younger consumers and increased trust levels among older and educationally more matured minds.

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